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# FOOD INFORMATION CALENDAR

OFFICE OF INFORMATION • UNITED STATES DEPARTMENT OF AGRICULTURE

September 2, 1944

No. 74

PRESIDENT ROOSEVELT has designated the week beginning October 8, 1944, as FIRE PREVENTION WEEK. In his proclamation the President has said: "I earnestly request every citizen to devote special thought and effort during Fire Prevention Week to detecting and eliminating fire hazards within his own control and to providing adequate protection against the waste of our fighting power through destruction by fire. . . I also direct the Department of Agriculture. . . and other appropriate agencies of the Federal Government to give the widest possible support and assistance to every effort to inform and instruct the public with respect to the possibilities and importance of the fire-prevention program." A fact sheet pointed at farm fire prevention is now being prepared and should be out in a few days.

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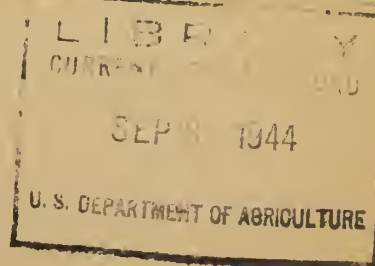
A LETTER TO FOOD MERCHANTS . . . . Scheduled to come off the press in a few days is a letter "To Food Merchants Everywhere in the USA", from Lee Marshall, WFA's Director of the Office of Distribution, in which he urges and suggests ways for food retailers to cooperate in the nation-wide September nutrition drive. A similar letter is being sent "To Restaurant Operators Everywhere in the USA". In the letter to merchants, storekeepers are urged to feature good breakfasts and good lunches through their own ads, handbills, window and other displays. The letter to restaurant operators suggests the display of "Basic 7" food charts, the featuring of "Eat Better Breakfasts--Better Lunches" on menus, the use of better breakfast and lunch themes in ads, etc. Both are made up into 4-page folders and will be sent direct to food merchants and restaurant operators.

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MILKWEED D-DAYS . . . . On September 15 and 16, milkweed D-Days will be observed -- all-out picking drives - in many communities. This idea originated in the New England states where proposals have been made to close schools on Friday afternoon as a part of the 2-day campaign. By mid-September collection of milkweed floss will be underway in all areas. Campaigns are now being organized in two additional states, eastern Utah and western Colorado. . . A Prince Georges County, Maryland, pod picker will be interviewed on CBS Country Journal on September 9 at 1:30 p.m., EWT.

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GOALS FOR DRY PEAS. . . . Consideration is now being given to 1945 goals for dry peas. Announcement of them is expected to be made soon so growers in northwestern states where dry peas are produced can make plans for next year's pea production.



HELP TO HOLD THE LINE --- The Economic Stabilization Program is getting support on network programs through the OWI Radio Bureau. Messages on the farm phase have been carried on the following programs: Alex Drier, Sterling Brewers, National Barn Dance, Curtiss News, Voice of the Dairy Farmer, Grand Old Opry, and Farm and Home Makers. Secretary Wickard appeared on Great Moments in Music speaking on the dangers of another inflationary land boom. During the week beginning September 4, OWI's Network Allocation Plan will carry a Hold-Prices-Down message urging listeners (1) To buy only what they need, (2) pay no more than ceiling prices when they do buy, (3) put their extra dollars into War Bonds and other savings, and (4) continue supporting wage-price stabilization.

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USDA RELEASES OF SPECIAL INTEREST . . . . First report issued on 1944 wheat loans - 3019; First food shipments into Kansas Mine - 3038; Becker leaves crop reporting board for Foreign Agricultural Relations - 3045; School children mobilized for milkweed pod collection - 3061; WFA acts to make more cold storage space available - 3065; U. S. now has more than 5,000 frozen food locker plants - 3069.

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OTHER RELEASES OF AGRICULTURAL IMPORTANCE . . . . Processors' ceiling prices for 1944 pack of canned sweet cherries produced in California established--OPA-4716; Butter point value to remain at 16 points for September--OPA-4720; Revision of cotton price stabilization agreement--OWI-3522; Tire quotas for September--OPA-4715; Rationing controls removed from spiced green tomatoes--OPA-4733; Processor ceilings for the 1944 pack of California yellow cling peaches--OPA-4730; Ceiling prices for 1944 pack snap beans--OPA-4736; Dry beans, fruit butters, and prune juice added to list of processed foods having zero point value--OPA-4732; United nations food-agriculture body is proposed--OWI-RP-66.

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AGRICULTURAL LEGISLATION . . . . August 24, the House Special (Smith) Committee to Investigate Executive Agency Acts Beyond the Scope of Their Authority reported a bill providing for revision of "Administrative law" procedures. August 25, the Senate passed its version of the surplus-property disposal bill, which sets up a board to carry out its provisions. Conferees of both Houses are drafting a compromise form. August 31, the House passed an amended form of the demobilization-reconversion bill creating an Office of War Demobilization and Reconversion, which will now probably be sent to a conference committee.

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OVER 35 MILLION TURKEYS, or 8 percent more than last year and 4 percent more than the record crop of 1940, will be raised this year according to preliminary estimates. The 1944 turkey crop will exceed the 5-year (1936-40) average by 20 percent. A 3-page fact sheet on the turkey situation is available upon request.



1945 WFFP CAMPAIGN PROGRESSES . . . . Representatives of the Foote-Cone-Belding Advertising Agency of Los Angeles who have been designated to prepare materials for the Wartime Forest Fire Prevention campaign will be in Washington, D. C. on September 5 to meet with various government agencies and the War Advertising Council for a preview of 1945 WFFP informational and educational materials.

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A CUSTOMER-GROCER EDUCATIONAL CAMPAIGN has been announced (OPA release No. 4687) by OPA and the leading food trade associations which has as its purpose a better public understanding of ceiling prices on foods. This campaign will continue throughout the country until the first of the calendar year and will constitute the fourth quarter of the Food Fights For Freedom campaign.

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The "RETURN OF GOVERNMENT-OWNED FOOD TO TRADE CHANNELS" will be the subject of a short talk to be given September 9 by Lee Marshall, WFA's Director of Distribution, over the Farm and Home Hour. On the same program Ruth Van Deman of BHN&HE, and Connie B. Gay of the Radio Service will do a dialog on "Eat a Good Breakfast to Start a Good Day".

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OPA'S FIGHT ON BLACK MARKET, price, and rent control violators will be the subject of a talk by Administrator Bowles, on September 7 at 7:45 p.m., over the Blue Network.

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NUTRITION MOVIE BY DISNEY . . . . Arrangements have been completed for the making of a cartoon movie short on nutrition by Walt Disney. It is being made for the WFA nutrition program and will be financed by a trade organization and a large motion picture producer for showing in all commercial theaters. Following commercial showings in theaters plans are to make 16 mm. prints available to non-theatrical audiences.

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Prints for the movie THE MAN WHO MISSED HIS BREAKFAST have been sent to state film depositories for the exclusive use of Nutrition Committees during September. After September prints will be available generally.

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NEXT FRIDAY Ernest Moore and Duke DuMars will discuss over the Blue Network's Victory Garden Program how to take care of what's left in the garden.

